



REPLY TO  
ATTENTION OF

**DEPARTMENT OF THE ARMY**  
**INSTALLATION MANAGEMENT AGENCY**  
2511 JEFFERSON DAVIS HIGHWAY  
ARLINGTON, VA 22202-3926

JUL 27 2006

IMAH-RT

**MEMORANDUM FOR US Army Installation Management Agency Personnel**

**SUBJECT: US Army Installation Management Agency Policy Memorandum #4, Army Retention Program**

1. **REFERENCE.** AR 601-280, Army Retention Program, 31 January 2006.
2. **PURPOSE.** To provide guidance to all US Army Installation Management Agency (IMA) personnel on the Army Retention Program.
3. **APPLICABILITY.** This policy is applicable to all personnel assigned to and/or under the operational control of the IMA.
4. **POLICY.**
  - a. The Army Retention Program requires constant involvement at all command levels. What we do as leaders directly affects Soldier development and his or her decision to remain a part of our Armed Forces. Commanders/Directors at all levels will ensure retention is a top priority and that each command establishes a 100% Soldier contact rule.
  - b. To retain sufficient numbers of high-quality Soldiers, leaders must make a commitment to their well-being. Such a commitment encourages retention and helps maintain professionalism and esprit de corps. The decision to reenlist, transition into a Troop Program Unit (TPU), or separate from the Army is a personal one between a Soldier and his or her family. Leaders will ensure that all Soldiers have access to supporting Senior Mission Commander (SMC) retention personnel. IAW Installation Support Agreements (ISA), they will provide all Soldiers and their families with the necessary information to make an informed decision regarding their Army Career.
  - c. The Reserve Component (RC) is an integral and equally important part of the Army Retention Program. Commanders/Directors will ensure that all Soldiers desiring to ETS be interviewed and counseled by the local Reserve Component Career Counselor. Interviews and local appointment procedures will be adhered to according to AR 601-280. Leaders will encourage high-quality soldiers who decline to continue active service to consider RC options. A trained and ready Reserve force is a vital part of our nation's defense.

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d. Retention counseling must be ongoing and should begin the day the Soldier arrives at the unit. The chain of command and NCO support channel must teach, coach, and counsel Soldiers in their professional development throughout their assignment. Commanders will conduct through the support of ISA required interviews in accordance with AR 601-280, appendix C.

e. IAW AR 601-280, chapter 2, 2-2d(14) Garrison Commanders will develop and publicize independent retention incentive programs. These programs will officially recognize Soldiers who reenlist; extend through the Bonus Extension and Retraining (BEAR) Program; transfer into the TPU program and Army Special Mission Programs. Official recognition by the region/garrison will include a 3-day pass signed by the Soldier's commander on behalf of the Director, IMA.

f. Support Recognition: Regions will submit quarterly for recognition, those Installations and Career Counselors that were instrumental in support of the regions retention program.

g. Career Counselors are primarily assigned to support specific unit commands. Career Counselors assigned as the Installation, Command, or Senior Career Counselor provide direct support to the Installation Commander, units, and Soldiers within the geographic support area, as defined by the ISA, regardless of organizational affiliation for units without a Career Counselor.

5. RESPONSIBILITY. IMA Retention Division is responsible for this IMA policy. POC is IMA Command Career Counselor at commercial (703) 602-4256, DSN 332-4256.



JOHN A. MACDONALD  
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Director